

memreprise 

Hi-Fi Prototype v2

memreprise

Our Team



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Developer



Brent J.

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PM



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Developer
PM



Gray W.

Designer
Developer



Tristan W.

Designer
Developer

Outline

01

App
Overview

02

Interface
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Future
Work

01

Introduction

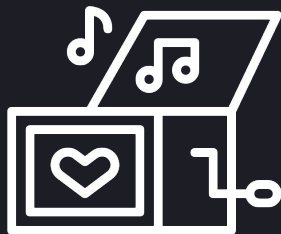
Problem

- Music is **inherently social**.
- Music streaming platforms today offer access to diverse music, but **lack engaging social features**.

We want to help people **foster relationships through music**.

Solution

We want to **make sharing music engaging**.



Users can leave **music boxes** at places as gifts for friends.



Users can **explore what their community is listening to** geographically.

Value Proposition

- We offer a **social music-sharing mobile app** where users can:
 - Gift songs,
 - Receive songs as gifts by surprise or in real-time, and
 - Tune in to the music of community members nearby and around the world.
- The app is **location and community-based**.
- This enables **meaningful interaction** and the **discovery of new music** in a fun, community-oriented way.

02

UX/UI Changes

Previous Mood & Theme

Evoke calmness & reflection



#ffd9
66

#fce0
8c

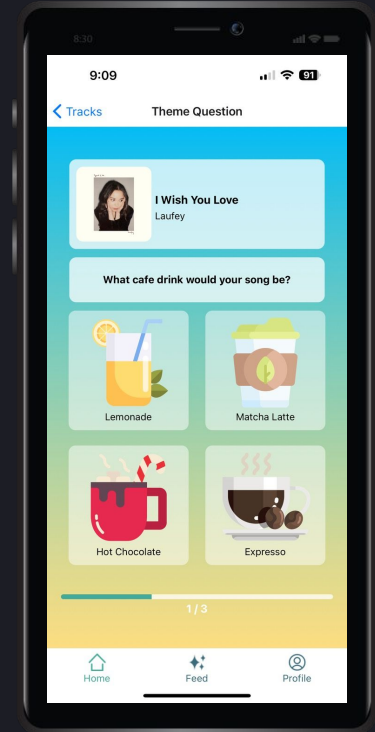
#fff3
ce

#1c2
e50

#9ec
aec

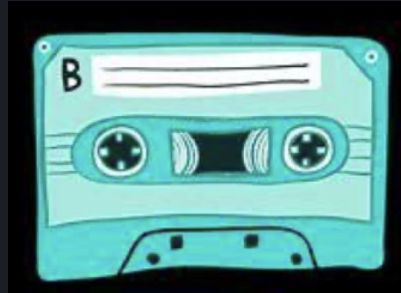
#44a
a99

Previous



Updated Mood & Theme

Encourage fun, energy, & connection



#F53
DAF

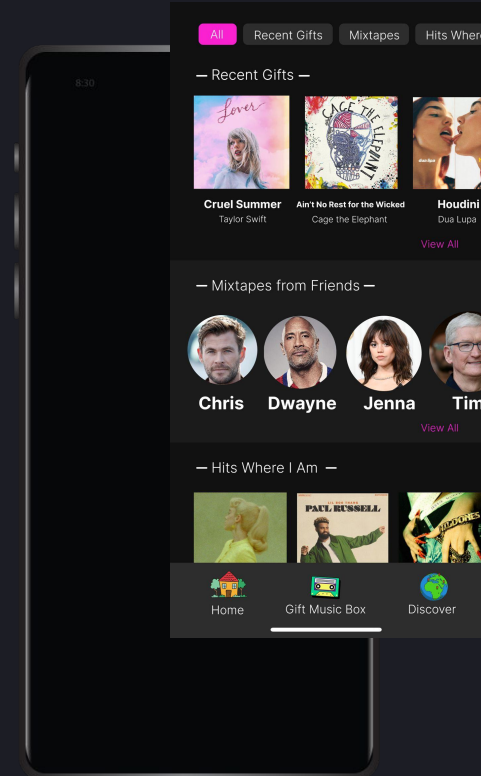
#a0f
5f2ff

#C9C
9C9

#2D2
D2D

#050
402

Update



Feature Redirection

Previous	Update	Rationale
<div>1</div> <div>Post songs publicly with pre-defined prompts</div>	<div>Share songs tied to locations to friends and family</div>	<div>Pre-defined prompts felt forced</div>
<div>2</div> <div>Create playlists based on themes</div>	<div>Discover songs and explore playlists through personal gifts and community locations</div>	<div>Music fosters relationships – this is our advantage</div>
<div>3</div> <div>Internal reflection and journaling centered on songs</div>	<div>Focus on shared memories through music</div>	<div>Foster social connection while maintaining nostalgia</div>

Lab Study Lessons

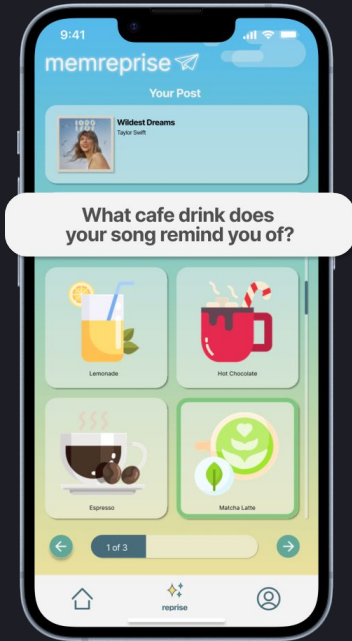
User Lab Lesson	Update	Rationale
<div>1</div> <div>Low app satisfaction, and confusing and un-engaging onboarding</div>	<div>Re-center app on social features and re-design to emphasize fewer, more direct actions</div>	<div>Lack of onboarding engagement signified a larger problem of lack of resonance with app features. We want to foster social connection while maintaining nostalgia</div>
<div>2</div> <div>Un-aligned mental models on how to organize song memories</div>	<div>Tie songs to geographic location as a natural way to link songs to memories</div>	<div>Make song reflections more aligned with people's lived experiences, not a stilted reflection model</div>

03

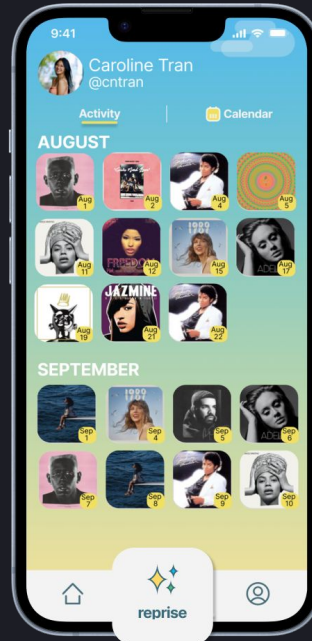
Task Flows

Tasks: V1

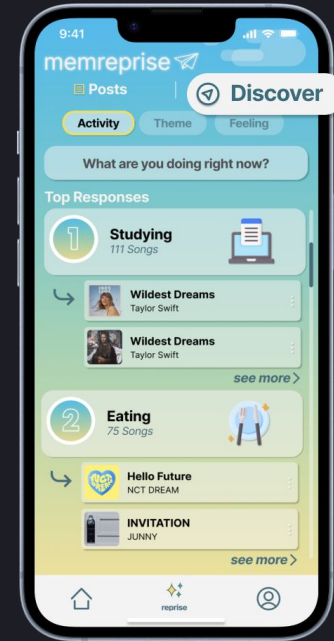
Task 1: Reflect on a song



Task 2: Revisit song reflections



Task 3: Discover friends' reflections



Tasks: V2

Task 1 Send a 'musicbox' to a friend

Task 2 Interact with a 'mixtape' from a friend

Task 3 Discover music from a community location

Task 1

Send a 'musicbox' to a friend

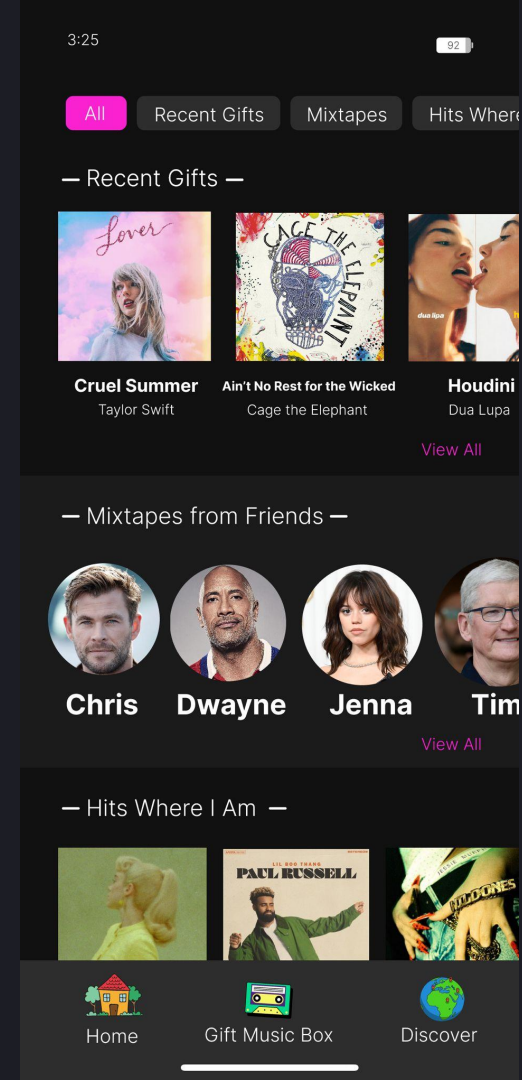
Task 1

Item: Musicbox

Description: Receive and send songs as gifts to friends and families with a personalized touch.

Value: Share and save cherished musical memories with friends and family.

Note: Features organized to simulate scroll / user journey

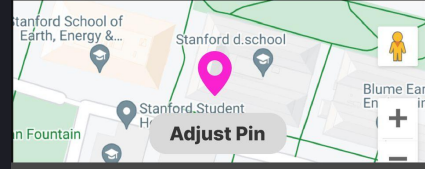


Task 1

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< Share a Musicbox

— Choose song 🔍

Taylor Swift
Cruel Summer

Jack Harlow
Lovin on Me

Teddy Sw
Lose Con

— Send to —



Brent



Casey



Gray



Tristan



Emi

— Message —

Our first kiss, remember?



— Media —



Photo



Camera



Rec Song

— Options —

☐ Send

☒ Surprise

☐ Notify

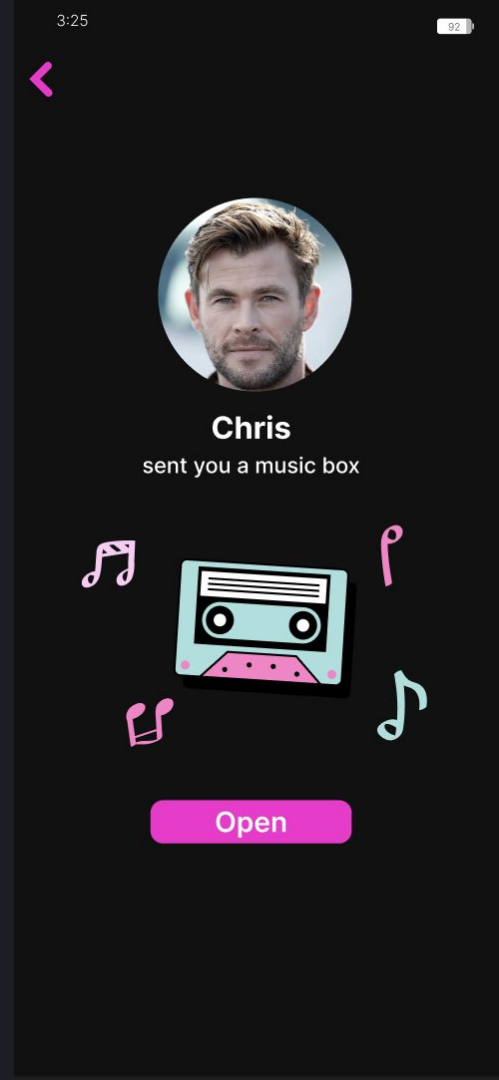
Send

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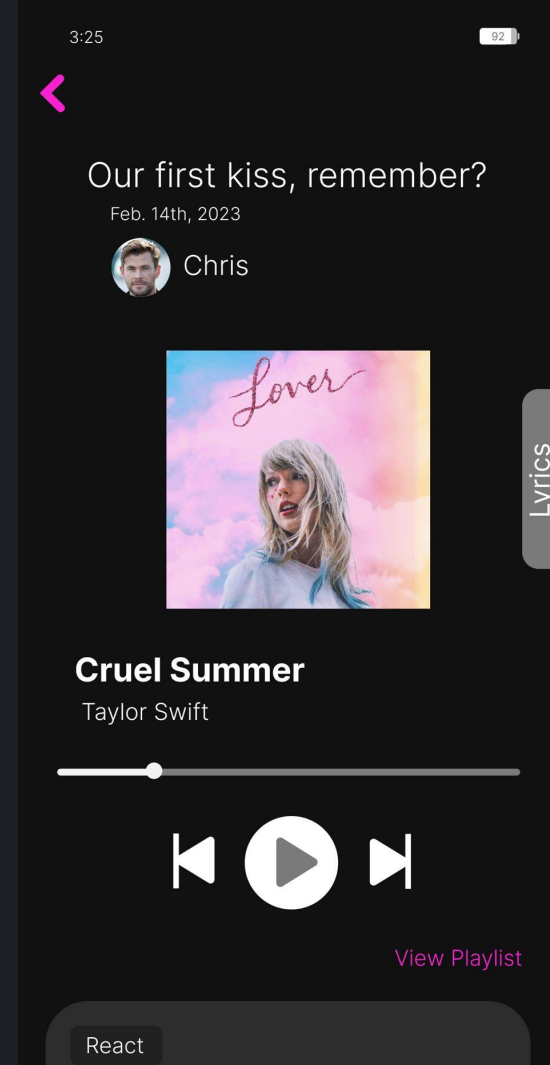


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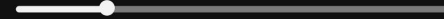
Value: Share and save cherished musical memories with friends and family.



Lyrics

Cruel Summer

Taylor Swift



[View Playlist](#)

React



Comment



How could I ever forget?

Share

Gift Back to **Chris**



Task 2

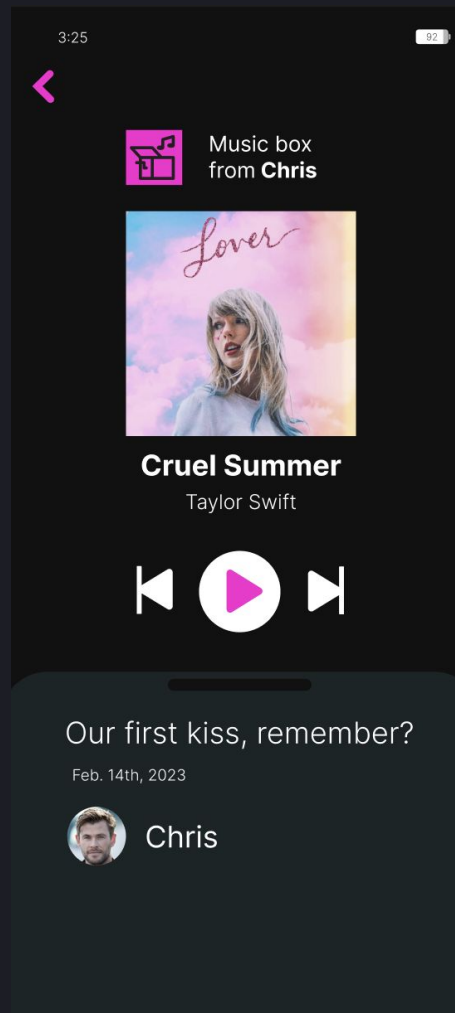
Interact with a 'mixtape' from a friend

Music Boxes

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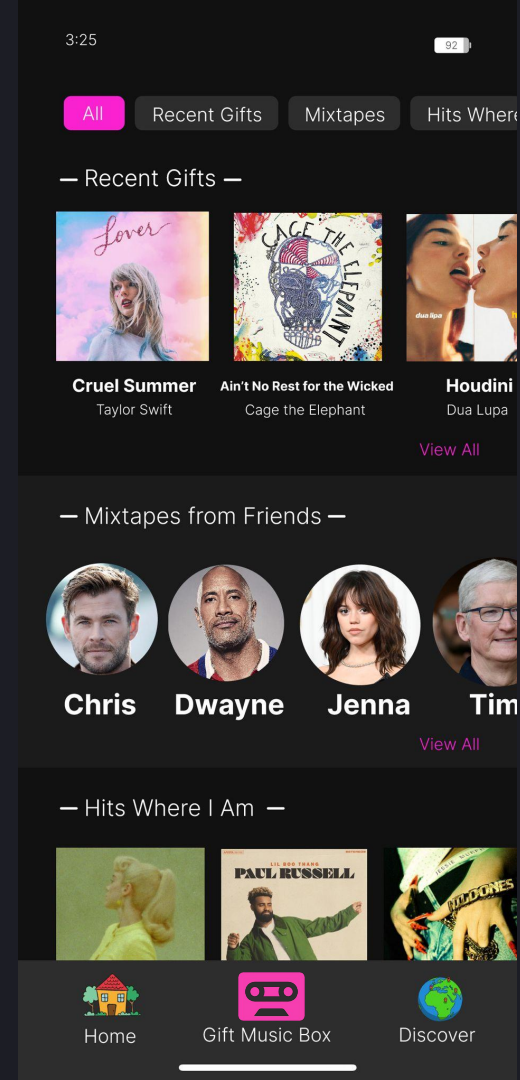


Task 2

Item: Mixtapes

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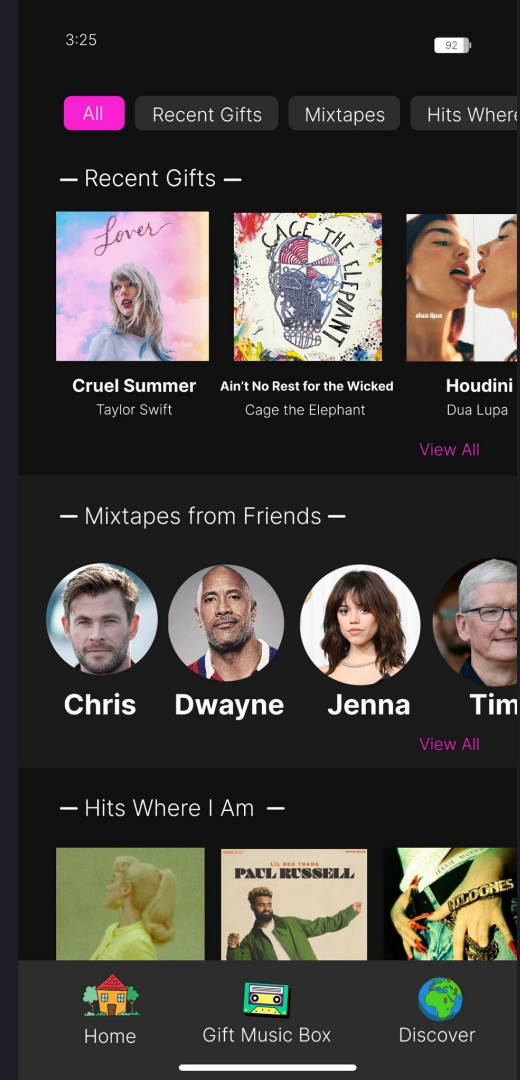


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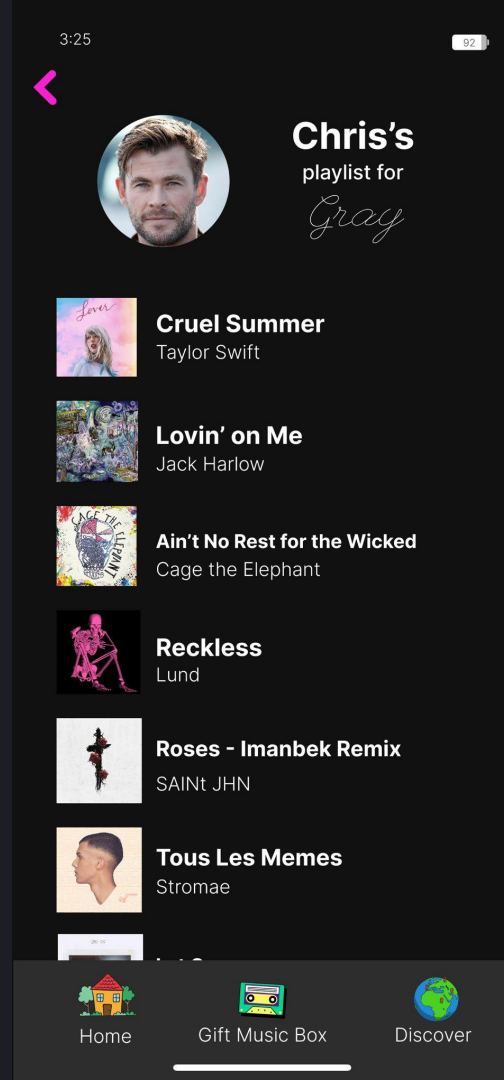


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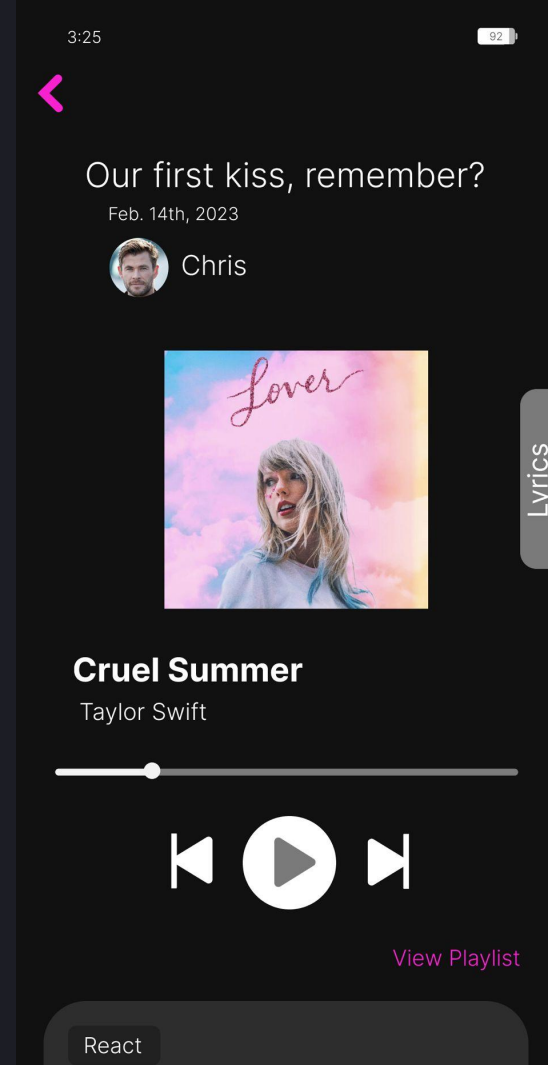


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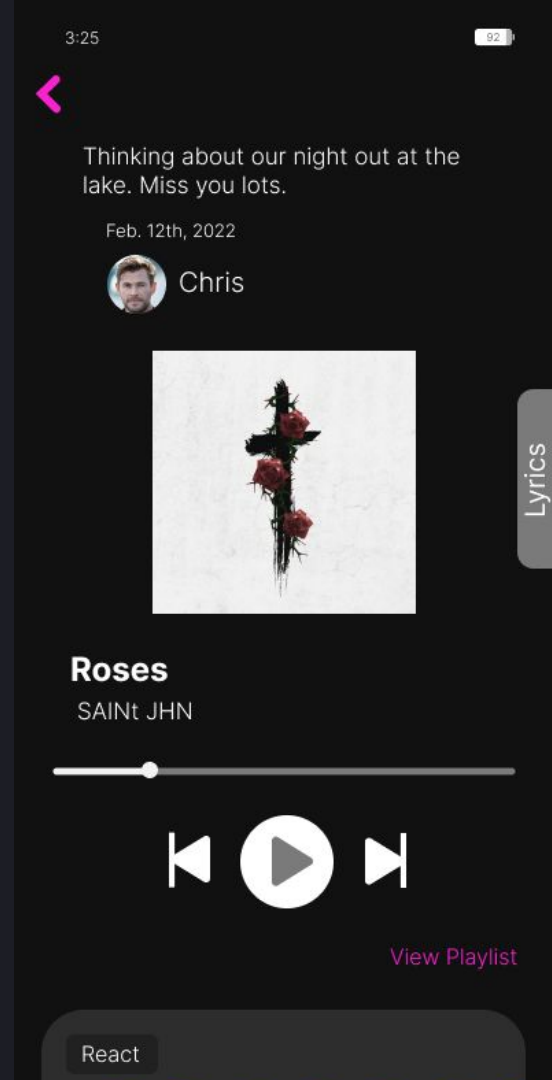


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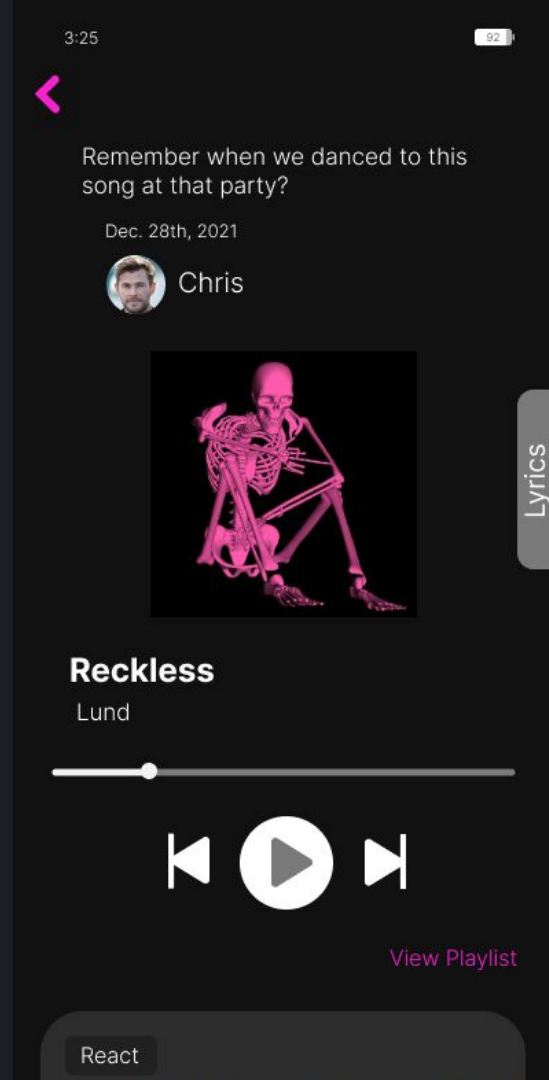


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Task 3

Discover music from a community location

Task 3

Item: Community Locations

Description: Discover music in unique ways by getting auto-generated playlists of music played near you, in cities around the world, and locations you pin.

Value: Get introduced to new music and expand your musical palette.

— Hits Where I Am —



What Was I Made For?
Billie Eilish



Lil' Boo Thang
Paul Russell



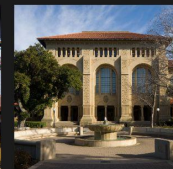
Wild Ones
Jessie Murph

[View All](#)

— My Pinned Locations —



Starbucks
Stanford Avenue



Green Library
Escondido Mall



Sigma I
Mayfield Ave

[View All](#)

— Hits from U.S. Cities —



Home



Gift Music Box



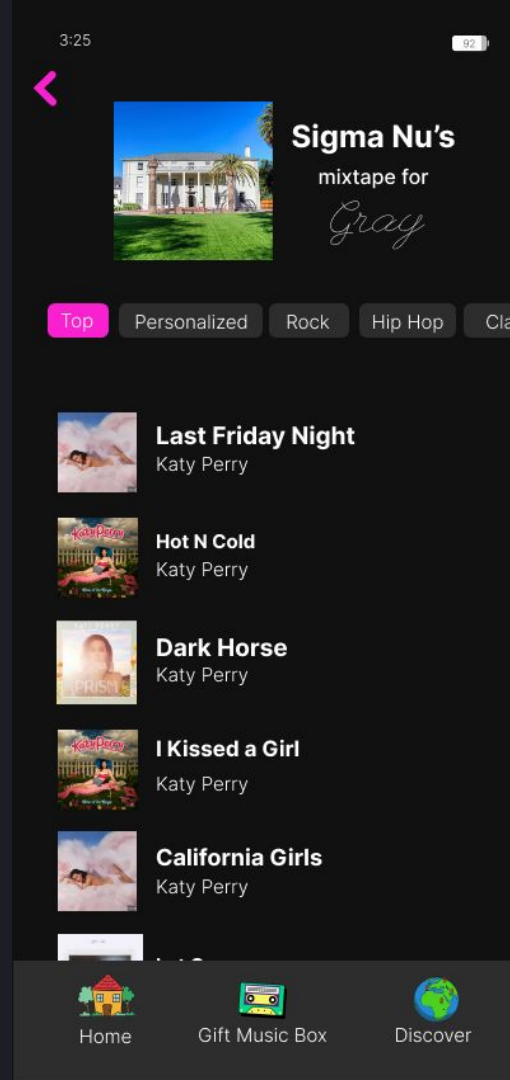
Discover

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Starbucks
Stanford Avenue



Green Library
Escondido Mall



Sigma I
Mayfield Ave

[View All](#)

— Hits from U.S. Cities —



New Orleans



Las Vegas



Seattle

[View All](#)

— International Hot Spots —



Paris



Shanghai



Oslo

[View All](#)



Home



Gift Music Box



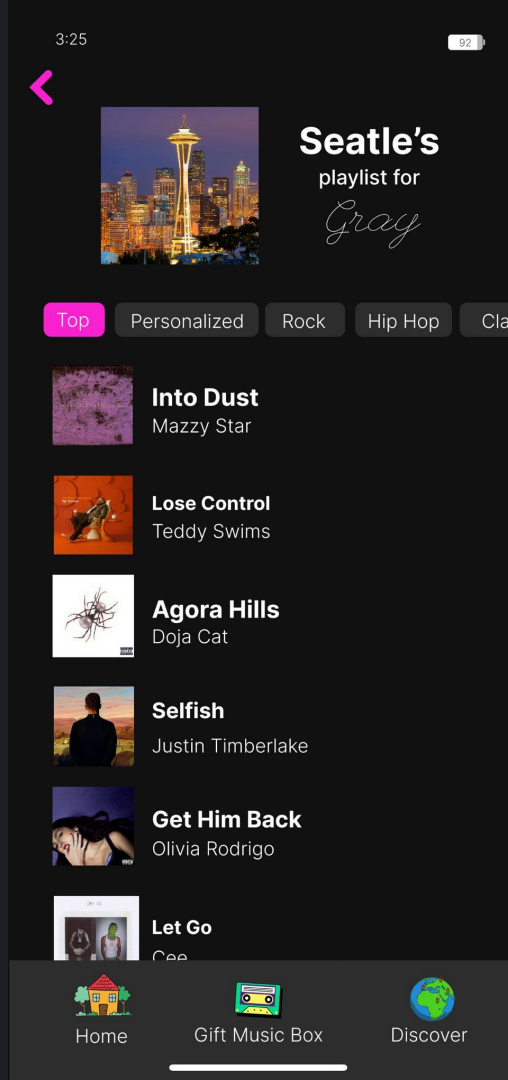
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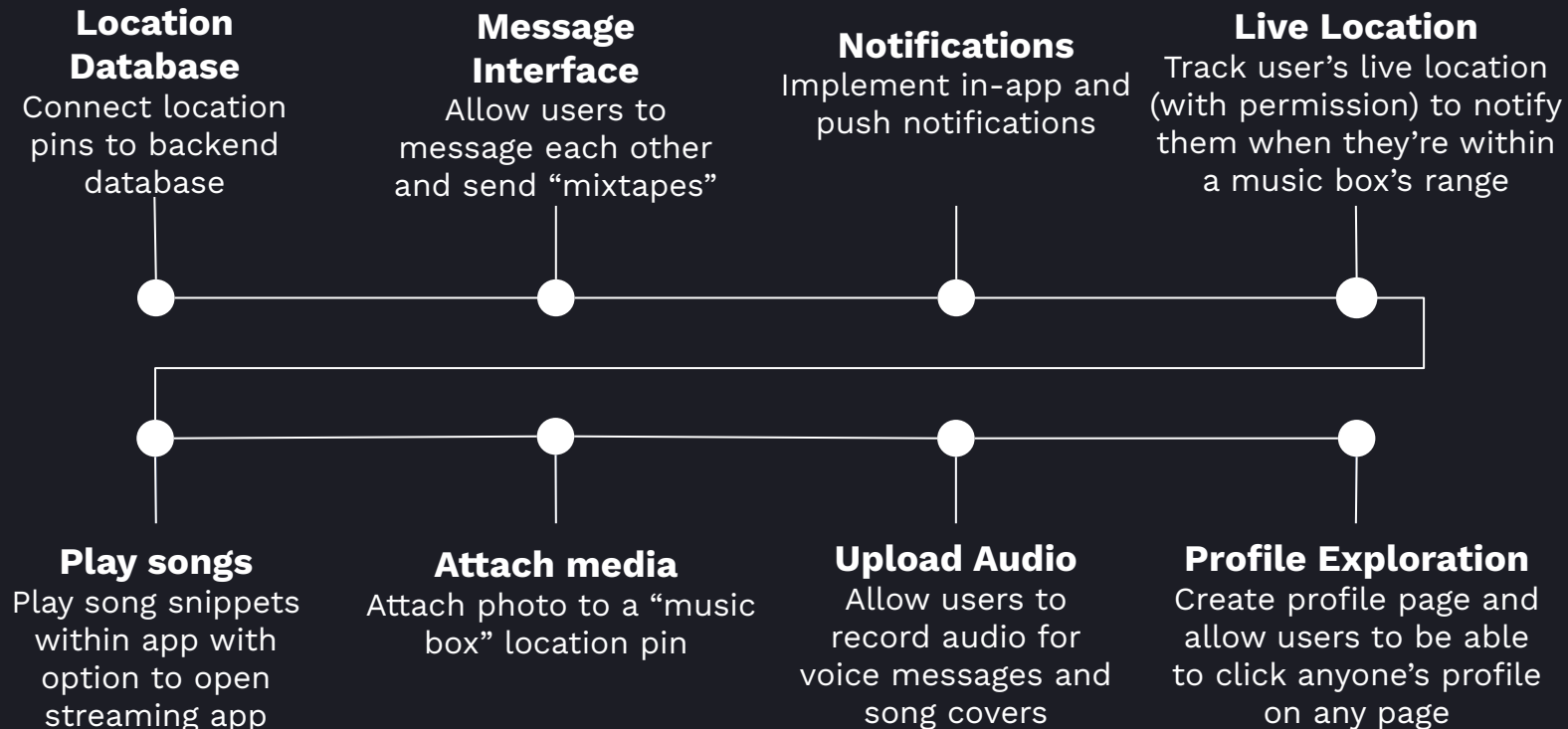
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04

Future Work

What's Missing & Next Steps



Wizard of Oz Techniques

- Static elements
 - Recent Gifts
 - Mixtapes from Friends
 - Hits Where I Am
 - Hits from U.S. Cities
 - International Hot Spots
- Location Pins
 - Can create location pins, name them, and add descriptions but currently not connected to database
- Prototype
 - Playlists of music boxes near me
 - Location names

Adapting for Field Tests

- Privacy and Data Security:
 - Implement privacy controls and data protection, especially for features that track or share users' locations.
 - Inform users about how their data will be used
- Scalability and Performance:
 - Monitor the app's performance as more users join and interact simultaneously, especially for features that rely on real-time updates or location data.

thanks

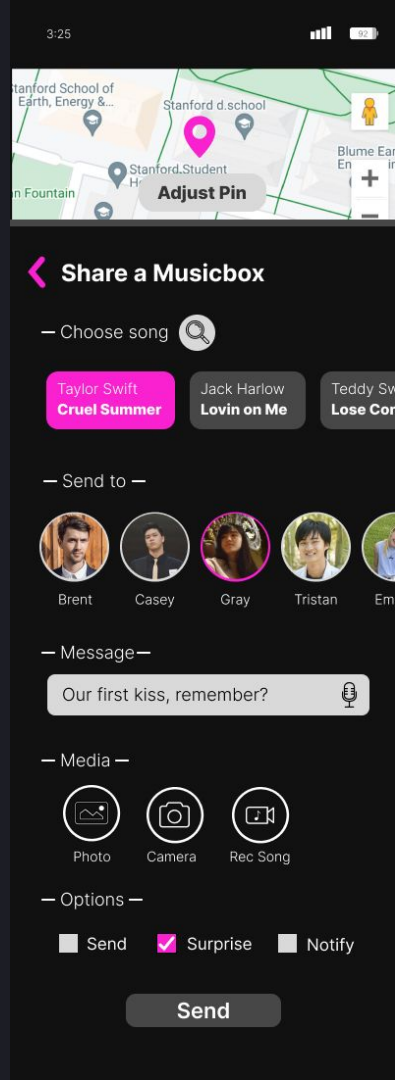
any questions?

05

Appendix

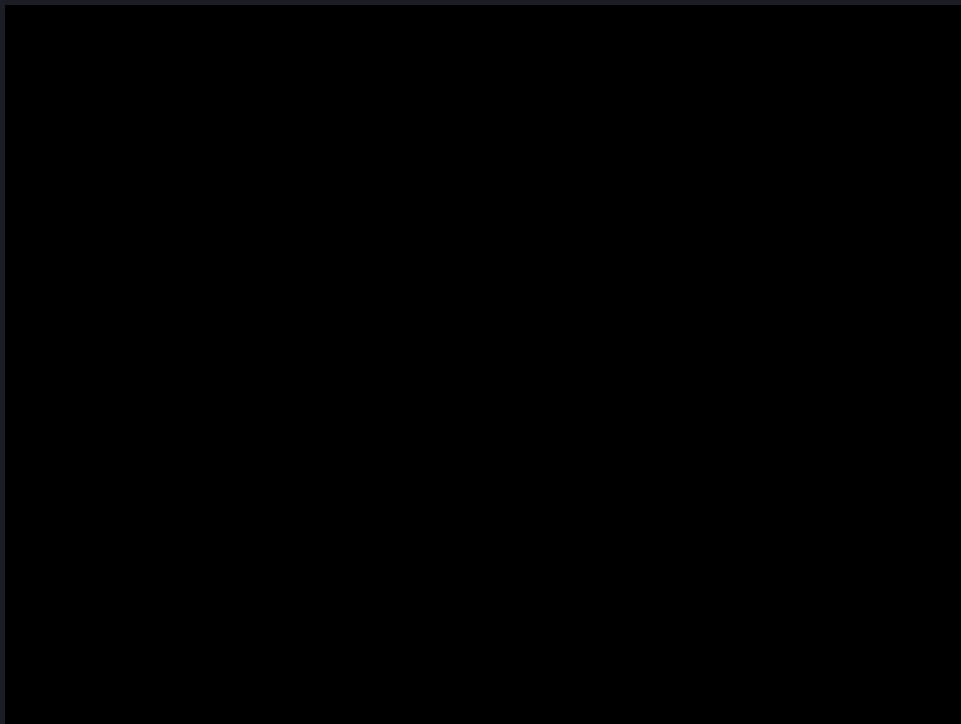
Repo + README

- GitHub link
- README



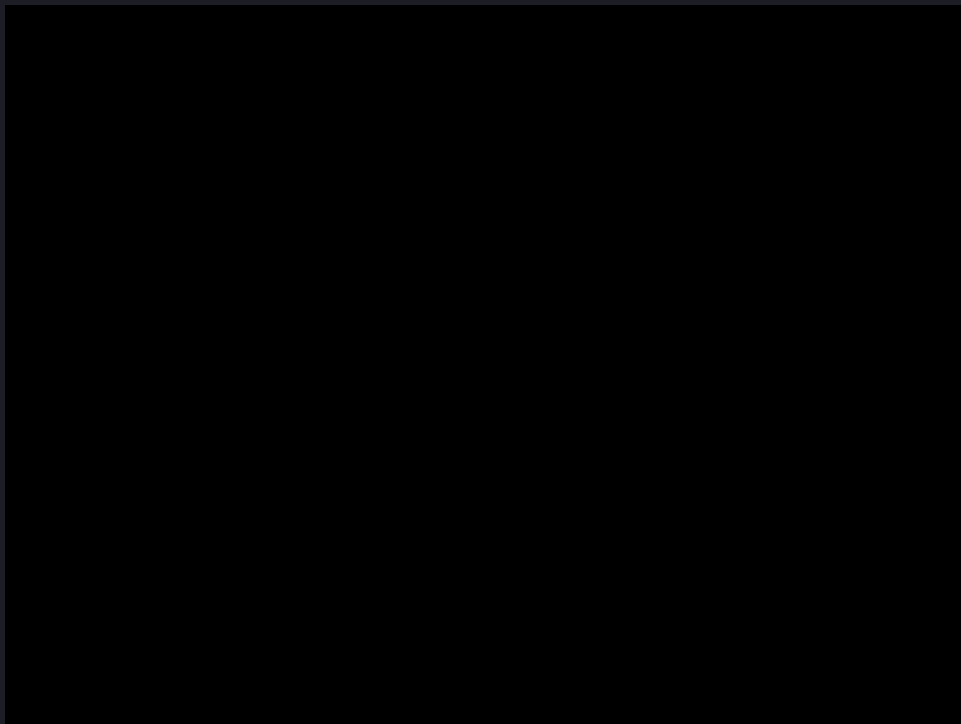
Previous Task 1, in hi-fi

POST A SONG ONTO
YOUR FEED



Previous Task 2, in hi-fi

DISCOVERING
MUSIC POSTED BY
OTHER USERS
AROUND YOU



Revised Task 3, in hi-fi

REPRISE CHANGED
TO FILTERING
THROUGH POSTS

